



## **Press release announcing the Rally against Cliffside Coal Plant**

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### **FOR IMMEDIATE RELEASE**

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### **DIRTY COAL SHOULDN'T PAY: WATERKEEPER ALLIANCE JOINS EARTH DAY DEMONSTRATION AGAINST COAL-FIRED POWER PLANTS**

#### **Rally aims to raise awareness of the devastating effects of coal combustion.**

New York, NY, April 15, 2009 – On Monday, April 20th, actress and Waterkeeper Alliance trustee Gloria Reuben (of “ER” fame and star of TNT’s “Raising the Bar”) will join North Carolina’s Waterkeepers and environmental groups from across the United States in a rally in Charlotte, N.C., to stop construction of Duke Energy’s proposed Cliffside coal-fired power plant.

The rally will take place at Marshall Park beginning at 10 a.m., where Reuben will be one of the keynote speakers. Marchers will then walk to the office of North Carolina Governor Beverly Perdue to demand that she join them in opposing the Cliffside plant, and then to Duke headquarters to deliver a message to Duke Energy CEO Jim Rogers.

Waterkeeper Alliance’s participation in the rally is part of the group’s national anti-coal campaign. Called “The Dirty Lie,” the campaign is intended to create broader awareness of the destructiveness of coal—from its role in propping up an antiquated fossil-fuel-based economy to its adverse effects on the environment and the health of millions of Americans—and, ultimately, to bring about a change in national energy policy.

Every year, U.S. coal-fired power plants release 48 tons of the neurotoxin mercury into the environment, poisoning hundreds of square miles of waterways. And while coal-fired power plants generate about half of America’s electricity, they contribute 80 percent of the total greenhouse gases that result from electricity production.

“In the past few months, people all across America have started to realize that ‘clean coal’ is a dirty lie,” said Waterkeeper Alliance trustee Gloria Reuben. “Coal-fired power plants like Cliffside are causing acid rain, polluting our water and food chain with toxic mercury, and grossly accelerating climate change. The Cliffside Rally is another opportunity to carry our message to the halls of government and to corporate boardrooms.”

Duke Energy is the third largest emitter of greenhouse gases in the United States. If the Cliffside plant is completed, it will emit over 6 million tons of CO<sub>2</sub> every year.

“Recently, the North Carolina Division of Air Quality (DAQ) ruled that Duke Energy’s Cliffside coal plant is a ‘minor source of emissions,’” said Scott Edwards, Waterkeeper Alliance’s legal director. “Talk about a dirty lie.”

Waterkeeper programs in Alabama, Alaska, Arizona, North Carolina, Oklahoma, Pennsylvania, Utah, and West Virginia have been fighting the coal industry for years.

“Duke Energy's Cliffside power plant has become a national symbol as one of the last bastions of dirty coal and corporate irresponsibility in ignoring economic, health, climate change and other environmental consequences,” said Upper Watauga (N.C.) Riverkeeper Donna Lisenby, one of the organizers of the Cliffside Rally. “North Carolina’s waterways are already overburdened with so much mercury that 26 species of fish are unsafe for pregnant women and children to eat. This dirty coal plant must be stopped for the health and safety of our communities and our waterways.”

Information on Waterkeeper Alliance’s anti-coal campaign is available at [www.thedirtylie.com](http://www.thedirtylie.com).

Waterkeeper Alliance is one of the world’s fastest growing grassroots environmental organizations with nearly 200 Waterkeepers defending and advocating for rivers, lakes and other waterways on six continents.

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